

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

**IMMEDIATELY RETURN LIKE IT IS TO ITS ORIGINAL 1 HR FORMAT IN TIME FOR
BLACK HISTORY MONTH**

As a regular viewer and strong supporter of "Like It Is", I am outraged at the decision of WABC-TV to cut the format of this highly esteemed public service/news program to a half hour show in order to insert "Inside Stuff", a quasi sports, entertainment and sometimes situation comedy offering, in the space originally allotted for WABC-TV's lone Black public affairs program. I find the decision an insult to our community, offensive to our intelligence, and humiliating to the program's producer.

"Like It Is", with its multiple award winning producer and host Gil Noble, has served its viewers for over the last 34 years with timely and critical analysis of the political, economic and cultural issues that shape our lives and brings pride and self-esteem to our community. I find the decision to reduce the program is an attempt to diminish its capacity and continuity to provide thorough information within an hour, without having to resort to a new week-to-week serial context. The historic Kerner Commission called upon the media to provide greater representation of people of color in general and the Black community in particular by airing various issues and viewpoints that make up this country's ethnic diversity, "Like It Is" has offered a unique and most needed opportunity for people to examine current affairs through an authentic African-American perspective. To date it is the longest running African-American produced television program in the U.S. (which previously had given both WABC-TV and the ABC Network considerable praise in the Black community) that has produced the largest body of programs and documentaries in this country on the African experience in the U.S., Caribbean and even Africa itself.

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Again, I call upon you to return "Like It Is" to its original hour format. We are very much aware that Disney, an entertainment conglomerate, owns ABC and its news and public affairs department. While I will always support "Like It Is" and Gil Noble, I feel that if these reasonable requests are not granted, I will be forced to find other ways to express my displeasure via my network viewing habits and my purchasing power. I will encourage others to do the same. There are many ways in which my community can register its displeasure pertaining to what we feel is your insensitivity to the audience that "Like It Is" serves. And as Black History Month is fast approaching, and as "Like It Is" always does special programming to honor this month, it is even more urgent that you return the show to its original hour immediately. If this show is not returned to its one hour format in time for Black History month, I will without hesitation use the options mentioned above.

Print and Sign Madelyn R Hoffman Madelyn R Hoffman
Address 27 Oakwood Village apt 5
Flanders, NJ 07836

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Print and Sign

Address

T. WATKINS

FAB 1188, ORANGE NJ 07051

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Print and Sign William Wilson - William Wilson

Address 130 Belmont St.
ENCLEWOOD, NJ 07631

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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President and General Manager
WABC-TV
7 Lincoln Square
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Dave Davis
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7 Lincoln Square
New York, NY 10023

RETURN LIKE IT IS TO ITS ORIGINAL 1 HOUR FORMAT!

As a regular viewer and strong supporter of "Like It Is" I am outraged at the decision of WABC-TV to cut the format of this esteemed public service/news show to ½ hour, in order to expand the time allotted for sports and entertainment. How insulting!

"Like It Is," with its award winning host and producer Gil Noble, has served the American public for the past 34 years with timely and critical analysis of the political, economic and cultural issues that shape our lives. Serving the mandate of the Kerner Commission, which called upon the media to provide greater representation of people of color and the various issues and viewpoints that make up this country's ethnic diversity, "Like It Is" has offered a unique and most needed opportunity for people to examine current affairs through an African American perspective. To date it is the longest running African American produced television program in the US and has produced the largest body of programs and documentaries on Black Americans.

Today many of the gains that people of color have made in media broadcasting are being reversed. Racial diversity in media ownership and representation in the news rooms is in decline. The fact that "Like It Is" is one of the only regularly scheduled Black programs produced at WABC-TV, coupled with your station's decision to first try to eliminate the program and then to slash the time format, reflects this dangerous and disturbing trend.

Again, I call upon you to return "Like It Is" to its original hour format. I am very aware that Disney owns ABC. While I will always support this program, if this reasonable request is not granted, I will find other ways to express my displeasure via my network viewing habits and my purchasing power. And I will encourage others to do the same. There are many ways in which my community can register its displeasure pertaining to your insensitivity to the audience that "Like It Is" serves.

Ines Shakir
Signature
1350 Myrtle Avenue
Address
Plainfield, NJ 07063
12/22/04
Date

Ross McMullin.
PRESIDENT & CEO
adidas America
PO Box 4015
Beaverton, OR 97076

re: the Preemption of ½ hour of "Like It Is" for "NBA Inside Stuff"

It has come to my attention that adidas has sponsored advertising on the show "NBA Inside Stuff."

I am alerting the sponsors of this show to an issue that could potentially negatively impact the sales of their products. WABC-TV and Disney has shown great insensitivity to its viewers of African descent by preempting one half hour of the award winning public affairs program "Like It Is," which is committed to helping society examine affairs through an authentic African American perspective, for a half hour of "NBA Inside Stuff."

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WABC-TV currently devotes less than an hour a week of 168 hours to public affairs programming that give the African perspective on issues affecting our community. My request to this network is simple. Return "Like It Is" to its original one hour programming. And with Black History Month fast approaching and as "Like It Is" always honors this month with special programming, I want the show returned to its one hour format in time for Black History Month. Surely they can find room for "NBA Inside Stuff" in another time slot.

If this is not done, I will register my displeasure with the network's offensive decision by not using the products of the sponsors of "NBA Inside Stuff." I am sure that you are perceptive enough to make the correlation that the viewers of "Like It Is" are the parents of one of your main target audiences. Black youth. And I am sure you are aware that the negative publicityMy community is organizing around this issue and will encourage others to do the same. I am sure that you do not want the negative stigma that WABC-TV has generated that basketball is more important to the Black community than our history and our socio-economic issues attached to your product. Whereas WABC-TV shows insensitivity to the needs of my community, I don't think they will be so inclined to show insensitivity to the needs of their sponsors

Rose Funches 12/22/04
Name (print) and date

Rose Funches
signature

304 Ave B
address

Bayonne, NJ 07002

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Mr. Dave Davis
President and General Manager
WABC-TV
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SHARON W. NIA

Gil Noble

Address

1258 Florence Ave

Parsippany NJ 07054

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Ross McMullin.
PRESIDENT & CEO
adidas America
PO Box 4015
Beaverton, OR 97076

re: the Preemption of ½ hour of "Like It Is" for "NBA Inside Stuff"

It has come to my attention that adidas has sponsored advertising on the show "NBA Inside Stuff."

I am alerting the sponsors of this show to an issue that could potentially negatively impact the sales of their products. WABC-TV and Disney has shown great insensitivity to its viewers of African descent by preempting one half hour of the award winning public affairs program "Like It Is." which is committed to helping society examine affairs through an authentic African American perspective, for a half hour of "NBA Inside Stuff."

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Michael Owens
Name (print) and date

Michael Owens
signature

401 RTE. 22w apt. #8A
address

N. PLAINFIELD N.J. 07060

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,
PRESIDENT & CEO
adidas America
PO Box 4015
Beaverton, OR 97076

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NANA YAA KUMI

Name (print) and date

Nana Yaa Kumi

signature

1172 ANDERSON AVENUE, SUITE 2B

address

THE BRONX, NEW YORK 10452

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

Shirley Simmons Shirley Simmons

Address

28 Seton Hall Dr. Newark, NJ 07102

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign LEROY SIMMONS Leroy Simmons
Address 28 Seton Hall Wk New, N.J. 07103

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

Ida Rodgers Jan C. Rogers
Address 141 Hulton Ave
Maplewood NJ 07040-3203

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

FLORINE E WILSON Florine Wilson
Address 199 Ocean Ave apt 209
J.P. - N.J. 07305

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

Address

Jarryd B Megargel Jarryd B Megargel
40 Old Bridge N.J.

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

Address

Emory Ward
9 Daley Ave
Jersey City, N.J. 07306

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

Address

Hattie Hattie Jones
133 Bedford Ave
Brooklyn, NY 11211

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

Address

Lena Weatherbee
209 Stegman St. Jr., N.Y. 07305

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Address

JAMES PORTER James Porter
143 PULTON AVE JERSEY CITY NJ 07305

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Address

Laura Porter
143 Fulton Ave
J.C.N.J.

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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Print and Sign

Mervel J. Cherry
Address 201 W. 23rd Ave
Jersey City, NJ 07305

Mr. Dave Davis
President and General Manager
WABC-TV
7 Lincoln Square
New York, New York 10023

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BLACK HISTORY MONTH**

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Print and Sign Edward L. Bratton Ed Bratton
Address Box 15130, S.C. N.J. 07305

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179 Kennedy Avenue
Queeny City, N.Y.

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7 Lincoln Square
New York, New York 10023

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Print and Sign Twendylon Blevins
Address 40 Sawyer Avenue
East Orange NJ 07017